

Message Text

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PAGE 01 WELLIN 03032 120522Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 PA-02 /023 W
-----029646 120524Z /20

O 120449Z JUN 78
FM AMEMBASSY WELLINGTON
TO AMEMBASSY CANBERRA IMMEDIATE
INFO AMCONSUL SYDNEY
SECSTATE WASHDC 5709
AMCONSUL AUCKLAND
USDOC WASHDC

UNCLAS WELLINGTON 03032

FOR DEPUTY ASSISTANT SECRETARY MORAN

E.O. 11652:N/A

TAGS: ETRD, BEXP, OVIP, (MORAN, W. DEAN), NZ
SUBJECT: PRESS COVERAGE OF DAS MORAN VISIT

1. UNDER HEADLINE "BUSINESS TOLD US STAYING OPEN TO WORLD
TRADE" YOUR JUNE SPEECH BEFORE THE WELLINGTON CHAMBER
OF COMMERCE RECEIVED PROMINENT PLAY IN THE JUNE 10 EDITION
OF WELLINGTON EVENING PAPER "EVENING POST".

2. TEXT OF ARTICLE FOLLOWS:

"BUSINESSMEN TOLD US STAYING OPEN TO WORLD TRADE

ASSURANCES THAT THE UNITED STATES WAS NOT ON THE "VERGE
OF PROTECTIONISM" WERE GIVEN TO A MEETING IN WELLINGTON
YESTERDAY BY MR. W. DEAN MORAN, THE DEPUTY ASSISTANT
SECRETARY FOR EXPORT DEVELOPMENT IN THE UNITED STATES
DEPARTMENT OF COMMERCE.

MR. MORAN SAID THAT PRESIDENT CARTER RECOGNISED THAT
PROTECTIONISM WAS THE WORST OF ANSWERS FOR A NATION WHICH
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HAD A TRADE PROBLEM.

HIGH TARIFFS DURING THE 1930'S TO KEEP OUT IMPORTS
HADN'T WORKED, AND THE LESSON THE UNITED STATES HAD
LEARNED THEN WAS THAT NO COUNTRY STANDS ALONE, HE SAID.

HE TOLD A MEETING ORGANIZED BY THE WELLINGTON CHAMBER OF

COMMERCE THAT THE UNITED STATES WAS GOING TO HAVE TO DO
SOMETHING POSITIVE ABOUT ITS ENORMOUS TRADE DEFICIT.
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"BUT WE DON'T WANT TO RETURN TO HIGH TARIFFS AND TRADE
BARRIERS".

MR. MORAN HAS BEEN IN NEW ZEALAND TO LOOK AT WAYS OF
EXPANDING TRADE BETWEEN THE UNITED STATES AND NEW ZEALAND.
A BUSINESSMAN FOR TWENTY YEARS, HE HAS BEEN IN HIS POST
WITH THE UNITED STATES GOVERNMENT FOR THE PAST YEAR.

HE SAID THE INCREASE IN THE QUOTA OF BEEF ALLOWED INTO
THE UNITED STATES, ANNOUNCED THIS WEEK, SHOWED THE KIND
OF DECISION THE PRESENT ADMINISTRATION WAS PREPARED TO
TAKE. THE MOVE WAS TO HELP CONSUMERS RATHER THAN A
PROTECTIONIST LOBBY.

GENEVA:

THE UNITED STATES HAD ALSO TAKEN A POSITIVE LEAD IN
GETTING NEW LIFE INTO THE MULTI-LATERAL TRADE
NEGOTIATIONS BEING HELD IN GENEVA.

HE HOPED THE NEGOTIATIONS WOULD BE ENDING IN A FEW MONTHS
ON A "NOTE OF OVER-WHELMING SUCCESS".
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IN RESPONSE TO A QUESTION ABOUT THE QUOTA SYSTEM FOR
AGRICULTURAL IMPORTS, MR. MORAN SAID AGRICULTURAL
INTERESTS IN THE UNITED STATES WERE VERY STRONG. HOWEVER,
HE HOPED THE GENEVA NEGOTIATIONS WOULD ENABLE GREATER
ACCESS TO OTHER MARKETS FOR THE UNITED STATES, AND IT
COULD THEN START REMOVING SOME OF ITS RESTRICTIONS".

END ARTICLE.

3. YOUR PRESS INTERVIEW IN AUCKLAND WAS ALSO GIVEN
PROMINENCE, ON FIRST PAGE OF BUSINESS SECTION OF AUCKLAND
DAILY "THE NEW ZEALAND DAILY HERALD." THIS ARTICLE,
HEADLINED "OPENING TRADE DOORS FOR US" HELD FAIRLY
CLOSELY TO THE ACTUAL INTERVIEW AND CONTAINED NO
SURPRISES. IN CONTRAST TO WELLINGTON STORY (ABOVE) WHICH
WAS GIVEN STRONG NEW ZEALAND ORIENTATION, THE HERALD
PIECE EMPHASIZED THE WORK OF THE UNITED STATES GOVERNMENT
IN ENCOURAGING GREATER EXPORT SALES BY U.S. FIRMS.
ARTICLE COMMENTED ON YOUR VIEWS OF POSSIBLE SALES
OPPORTUNITIES IN NEW ZEALAND FOR HIGH TECHNOLOGY U.S.
PRODUCTS INCLUDING THOSE FOR USE IN THE FOOD PROCESSING

AND PACKAGING INDUSTRIES.

4. TEXTS OF ARTICLES AND ANY APPEARING SUBSEQUENTLY
WILL BE SENT DIRECTLY TO YOU IN WASHINGTON WITHIN
NEXT TWO WEEKS. HEALY

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: VISITS, NEGOTIATIONS, TRADE AGREEMENTS
Control Number: n/a
Copy: SINGLE
Draft Date: 12 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978WELLIN03032
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780244-0811
Format: TEL
From: WELLINGTON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780668/aaaacgic.tel
Line Count: 120
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: db36d18a-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2382369
Secure: OPEN
Status: NATIVE
Subject: PRESS COVERAGE OF DAS MORAN VISIT
TAGS: ETRD, BEXP, OVIP, NZ, (MORAN, W DEAN)
To: CANBERRA
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/db36d18a-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014